

EC'd Yes Last Received: 08/07/2012 12:44 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () RNC/ROMNEY FOR PRES
Product RNC/MITT ROMNEY
Estimate# 149
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //149
Flight Dates 08/08/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 128,900
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-TU	6A-7A	NEWS	:30	\$1,500.00	08/13-08/14	4	1	4	\$6,000.00	
				Buyline Comment: NEWS								
	2	W-F	6A-7A	NEWS	:30	\$1,500.00	08/08-08/10	6	1	6	\$9,000.00	
				Buyline Comment: NEWS								
	3	M-TU	7A-9A	TODAY SHOW	:30	\$1,000.00	08/13-08/14	4	1	4	\$4,000.00	
				Buyline Comment: TODAY SHOW								
	4	W-F	7A-10A	OLYMPICS TODAY SHOW	:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
				Buyline Comment: OLYMPICS TODAY SHOW								
	5	M-TU	9A-10A	TODAY SHOW 2	:30	\$1,000.00	08/13-08/14	2	1	2	\$2,000.00	
				Buyline Comment: TODAY SHOW 2								
	6	M-TU	10A-11A	TODAY SHOW 3	:30	\$300.00	08/13-08/14	2	1	2	\$600.00	
				Buyline Comment: TODAY SHOW 3								
	7	M-TU	12P-1P	NEWS	:30	\$150.00	08/13-08/14	4	1	4	\$600.00	
				Buyline Comment: NEWS								
	8	M-TU	1P-2P	DAYS OF OUR LIVES	:30	\$300.00	08/13-08/14	2	1	2	\$600.00	
				Buyline Comment: DAYS OF OUR LIVES								

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	31	SU	7P-1045P	OLYMPICS CLOSING CEREMONY	:30	\$3,500.00	08/12-08/12	1	1	1	\$3,500.00	

Buyline Comment: OLYMPICS CLOSING CEREMONY

---REPORT TOTALS---

Report Totals: 111 / \$128,900.00

---SALES MONTHLY TOTALS---

Aug 12: 111 / \$128,900.00

Sales Totals: 111 / \$128,900.00

Station Totals: 111 / \$128,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

Market Totals	\$263,061	CATV 0%	WAVY 49%	WGNT 0%	WPXV 0%	WTKR 25%
		WTVZ 0%	WVBT 6%	WVEC 20%		

---COMPETITIVE---
COMPETITIVE IS ESTIMATED

Books null
Demos RA50+

--- CREDIT RISK ---
CASH IN ADVANCE